

DO IT NOW

Reserve ad space by mailing this form TODAY

I'd like to place an ad in *The Illinois School Board Journal*.

Please reserve the following space:

- Center spread
- Full page
- Half page
- 2 column, 1/2 page
- 2 column, 1/3 page
- 2 column, 1/4 page
- 1/3 page
- 1 column, 1/2 page
- 1 column, 1/4 page
- Inside front cover, 1/2 page
- Inside back cover, 1/2 page
- Back cover 2/3 page

Frequency:

- One time
- Two times
- Three times
- Four times
- Five times
- Six times

Issues to appear in:

- January-February
- March-April
- May-June
- July-August
- September-October
- November-December

Advertiser _____

Address _____

City/State/Zip Code _____

Contact Person _____

Title _____

Telephone _____

FAX _____

Signature _____

Mail this form to: Advertising Manager, *The Illinois School Board Journal*, Illinois Association of School Boards, 2921 Baker Drive, Springfield, Illinois 62703-5929, Telephone 217/528-9688, ext. 1131, FAX: 217/753-2485

INSERTS

For inserts supplied by the advertiser, *The Journal* is limited to one four-page, center-section unit per issue. The charge is the center spread rate plus any out-of-pocket costs incurred by *The Journal*, including any back up charges. Paper stock specification for inserts: 70 to 100 lb. offset. Insert must be reviewed and approved by the publisher prior to acceptance.

TERMS

Invoices are mailed upon publication, net 30 days. An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Rates may be changed with 30 days notice in writing from the publisher.

FOR FURTHER INFORMATION

Contact: Dana Heckrodt, Advertising Manager,
The Illinois School Board Journal
2921 Baker Drive
Springfield, Illinois 62703-5929
Telephone: 217/528-9688, ext. 1131, Fax: 217/753-2485
e-mail: dheckrodt@iasb.com



2921 Baker Drive
Springfield, Illinois 62703-5929
217/528-9688

One Imperial Place
1 East 22nd Street, Suite 20
Lombard, Illinois 60148-6120
630/629-3776

www.iasb.com



Reach your target audience with laser-like precision.



How →

By advertising in The Illinois School Board Journal!

Every year Illinois public schools spend more than \$4 billion on goods and services that YOU provide. Be sure your company is the one decision makers remember when they make their purchases.

EDITORIAL STATEMENT



The Illinois School Board Journal seeks to broaden the horizons of lay citizens serving on local boards of education and to help them deal with emerging problems and policy issues. Primary content includes analysis, news and opinion.

The Journal is published by the Illinois Association of School Boards as a service to members and subscribers. The Association believes the democratic process functions best through frank and open discussion. Material published therein often presents divergent points of view which do not necessarily represent the views or policies of the Association.

GENERAL INFORMATION

The Illinois School Board Journal is published every other month by the Illinois Association of School Boards and is mailed to school board members, superintendents and chief business officials in member school districts, as well as to non-member subscribers and key governmental and education officials.

Non-member subscription rate: \$18 per year (domestic); \$21 per year in U.S. dollars (foreign).

ADVERTISING POLICY

All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that is not in keeping with publication standards. Advertiser and advertising agency assume responsibility for content of advertisements printed and for any claims arising from them against the publisher.

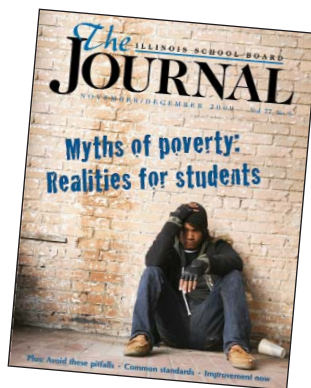
Advertising that simulates editorial content will be labeled "advertisement" and/or boxed, at the discretion of the publisher.

DISTRIBUTION

Total distribution of 8,500 includes 6,000 school board members, 860 district superintendents, 340 business officials/community relations officers, 100 affiliate members, 180 other paid subscribers, 224 government officials, and 154 regional superintendents and service associates.

ISSUANCE AND CLOSING DATES

Published bi-monthly. Orders and copy must be received (unless special arrangements are made) approximately: December 1, for January-February issue; February 1, for March-April issue; April 1, for May-June issue; June 1, for July-August issue; August 1, for September-October issue; October 1, for November-December issue.



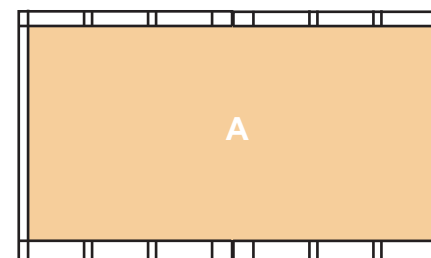
over

Mechanical requirements for The Illinois School Board Journal

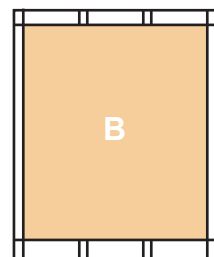
Trim size: 8 1/2" x 10 7/8"

Acceptable reproduction materials:
High resolution tif, pdf and eps files or call for specifications

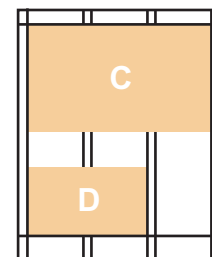
Bleed page: Bleed plate size is 8 5/8" x 11 1/8" which allows for 1/8" inch trim at top, bottom and outside edge. Keep essential elements 1/2 inch from top, bottom, and outside edge of bleed plate size.



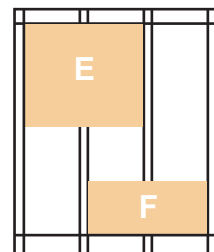
A. Center spread



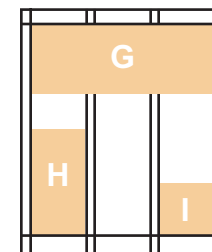
B. Full page



C. 1/2 page
D. 2 col., 1/3 page



E. 2 col., 1/2 page
F. 2 col., 1/4 page



G. 1/3 page
H. 1 col., 1/2 page
I. 1 col., 1/4 page

AD RATES AND DIMENSIONS

AD DIMENSIONS

	Width	Depth
Center spread (A)	16"	9 1/2"
1 page (B)	7 3/4"	9 1/2"
1/2 Page (C)	6 1/2"	4 3/4"
2 column 1/2 page (E)	4 1/4"	4 3/4"
2 column 1/3 page (D)	4 1/4"	3 1/8"
2 column 1/4 page (F)	4 1/4"	2 3/8"
1/3 page (G)	6 1/2"	3 1/8"
1 column 1/2 page (H)	2"	4 3/4"
1 column 1/4 page (I)	2"	2 3/8"
See mechanical requirements & layout guide.		
2/3 page outside back cover	7 3/4"	6 1/2"

AD RATES

	1X	2X	3X	4X	5X	6X
Discount		5%	10%	15%	20%	25%
Center spread	1,600	1,520	1,440	1,360	1,280	1,200
Full page	800	760	720	680	640	600
1/2 page	500	475	450	425	400	375
2 col - 1/2 pg	450	428	405	383	360	338
2 col - 1/3 pg	350	333	315	298	280	263
2 col - 1/4 pg	250	238	225	213	200	188
1/3 page	450	428	405	383	360	338
1 col - 1/2 pg	350	333	315	298	280	263
1 col - 1/4 pg	250	238	225	213	200	188

1/2 page on inside front or back cover — \$720*

2/3 page on outside back cover — \$1,080*

* Three-issue minimum with no additional discounts for four to six times

**Questions? Contact IASB's Advertising Manager at 217/528-9688, ext. 1131
FAX: 217/753-2485**

You will be invoiced and receive a tear sheet after The Journal has been printed.